



Transportation Risk Intelligence

Transportation claims **start in** **a search bar.**

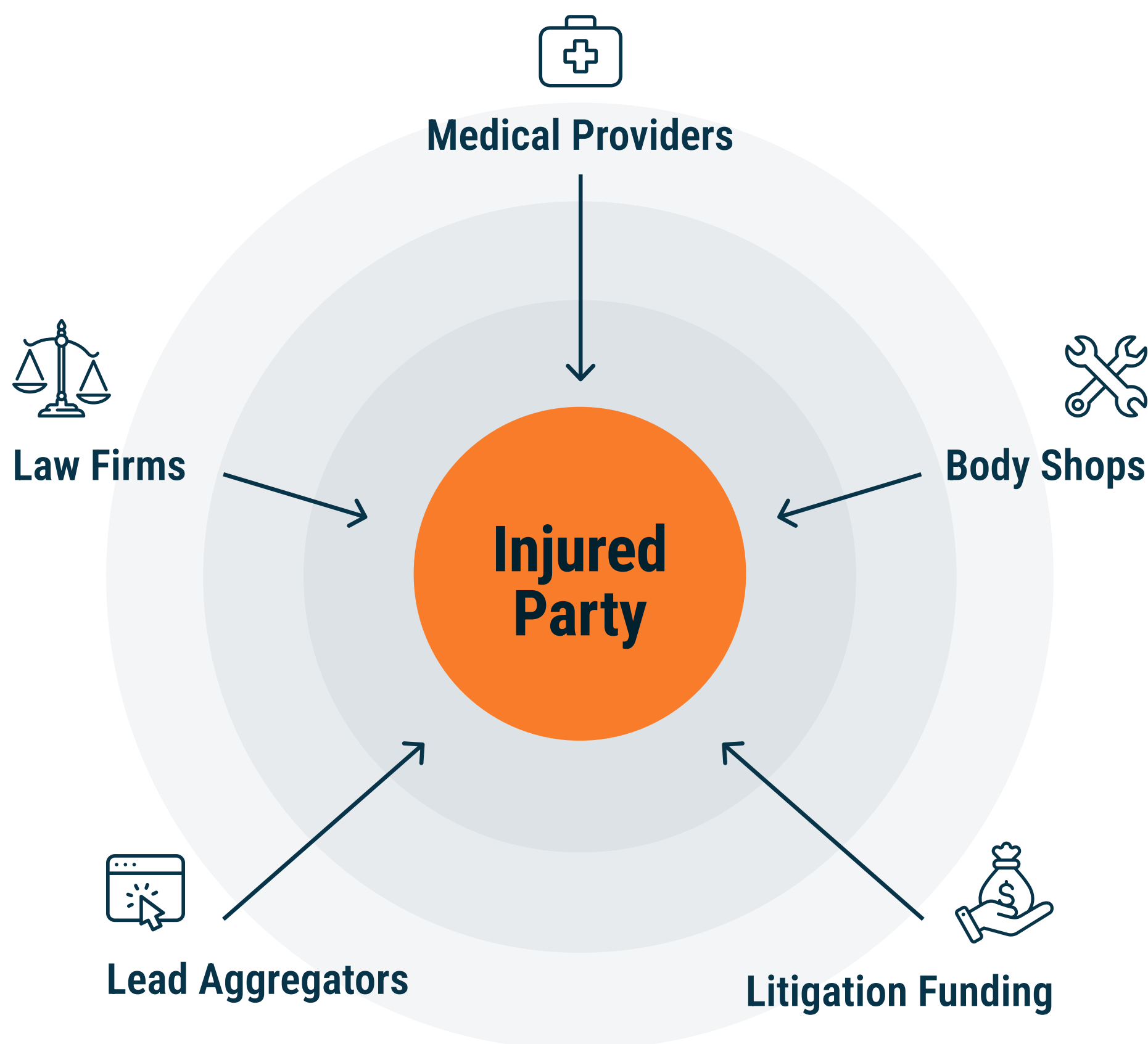


The first signs of emerging risk are often visible online before a claim or lawsuit is filed.

01 Competition

There is a bidding war to influence injured parties first.

Purchasing transportation-related online search terms is an extremely competitive business, particularly in regions with high litigation rates.



Many different organizations compete to be the first to reach an injured party online, sometimes through coordinated relationships and referral networks.

02 Paid Search Dominates Traffic

Paid ads appear first.

truck accident



Insurance
Information



Fleet
Resources



Accident
Reporting



Claims
Process



SPONSORED

INJURED?
"Call Before You Report!"



SPONSORED

"YOU COULD BE
OWED THOUSANDS"



SPONSORED

"TALK TO A LAWYER
IN 60 SECONDS"



SPONSORED

"FREE CASE
REVIEW 24/7"



SPONSORED

"DON'T SETTLE
FOR LESS!"



Paid campaigns increasingly influence who injured parties contact first and what information they encounter online before insurers, fleet operators, or transportation companies become involved.

03 Paid Search by the Numbers

Significant advertising dollars are shaping **who gets seen first.**

Law firms are investing significant budgets in paid search to compete for online traffic tied to accidents, injuries, and claims activity.

\$228M+

Annual Paid Search Spend
by 56 Law Firms

88%

Firms Actively Investing
in Paid Search

63% vs **37%**

Paid vs.
Organic Search Traffic

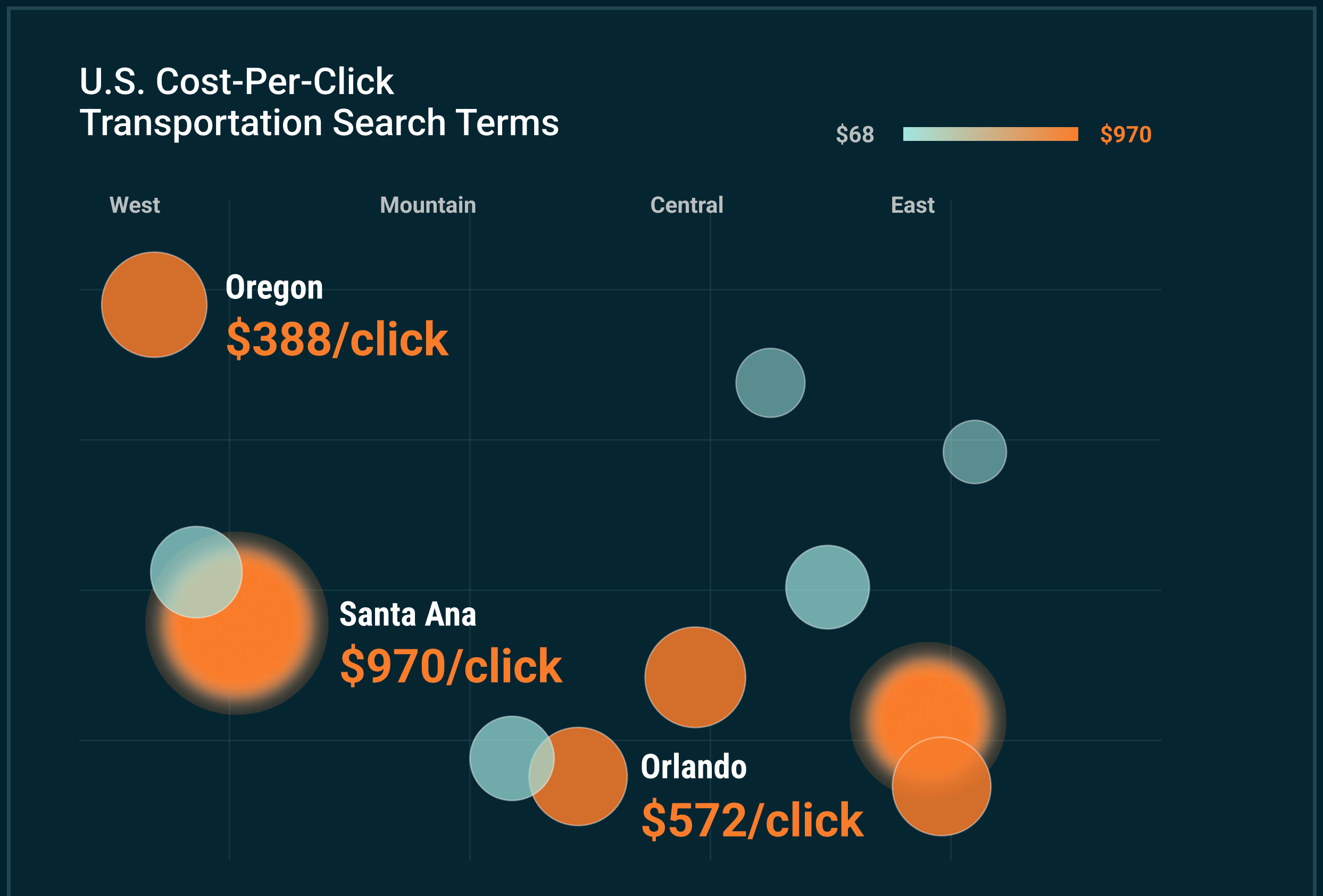
2X

Nearly 2X More Traffic
from Paid vs. Organic

04 Where Search Competition is Highest

Some markets command **extraordinary** cost-per-click rates.

Current estimated cost-per-click (CPC) rates that law firms are paying to purchase transportation-related search terms in key U.S. markets.



Ranked Markets by CPC

\$ / CLICK

01	Santa Ana CA	\$970
02	Orlando FL	\$572
03	Oregon OR	\$388
04	Lafayette LA	\$339
05	Miami FL	\$319
06	McAllen TX	\$316
07	Los Angeles CA	\$254
08	San Antonio TX	\$195
09	Atlanta GA	\$190
10	Chicago IL	\$96
11	Maryland MD	\$68

06 How it Happens

How transportation claims get **influenced online.**

01

Search begins

A driver or injured party searches for help online after an accident.

02

Paid ads surface first

Sponsored legal content appears above organic search results.

03

Traffic gets redirected

Third-party intake sites and campaigns guide users away from trusted resources.

04

Legal Influence Begins

Conversations and claims activity often begin before carriers or transportation companies become involved.

07 Why this Matters

This activity goes beyond traditional advertising.



These campaigns are strategically designed to place legal and claims-related content in front of people immediately after accidents or moments of crisis, often before they contact an insurer or transportation provider.

*Search activity is now an **early signal of where claims are building** and who is competing to reach injured parties first.*

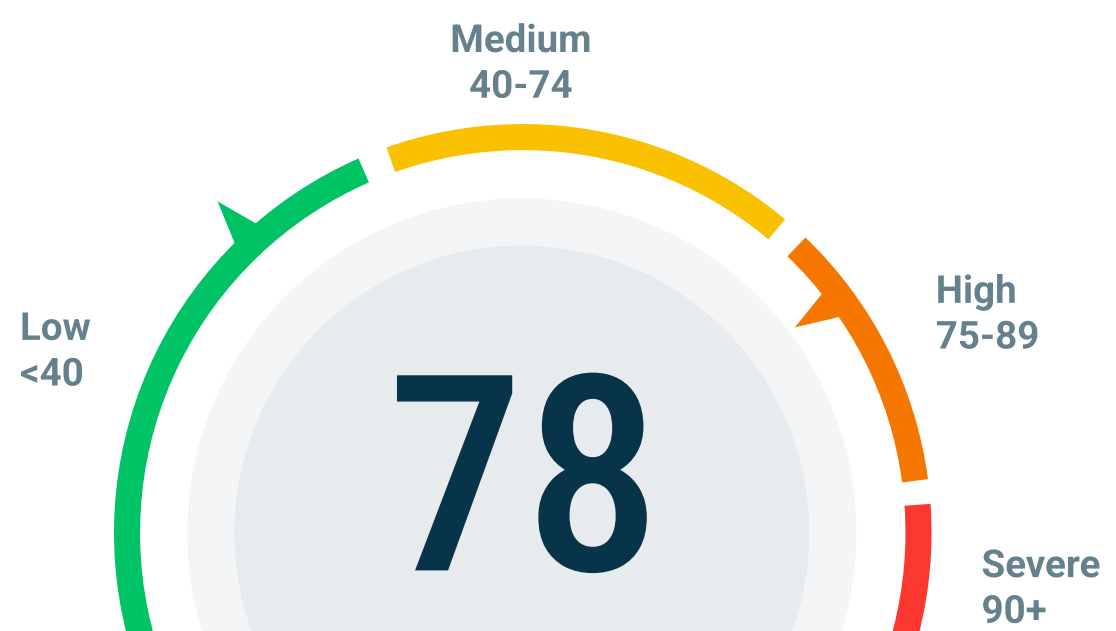


Understanding transportation-related search activity helps organizations identify where targeting is increasing and reduce risk before opportunists influence the claims process.

08 Predictive Intelligence

Early signals reveal emerging claims activity.

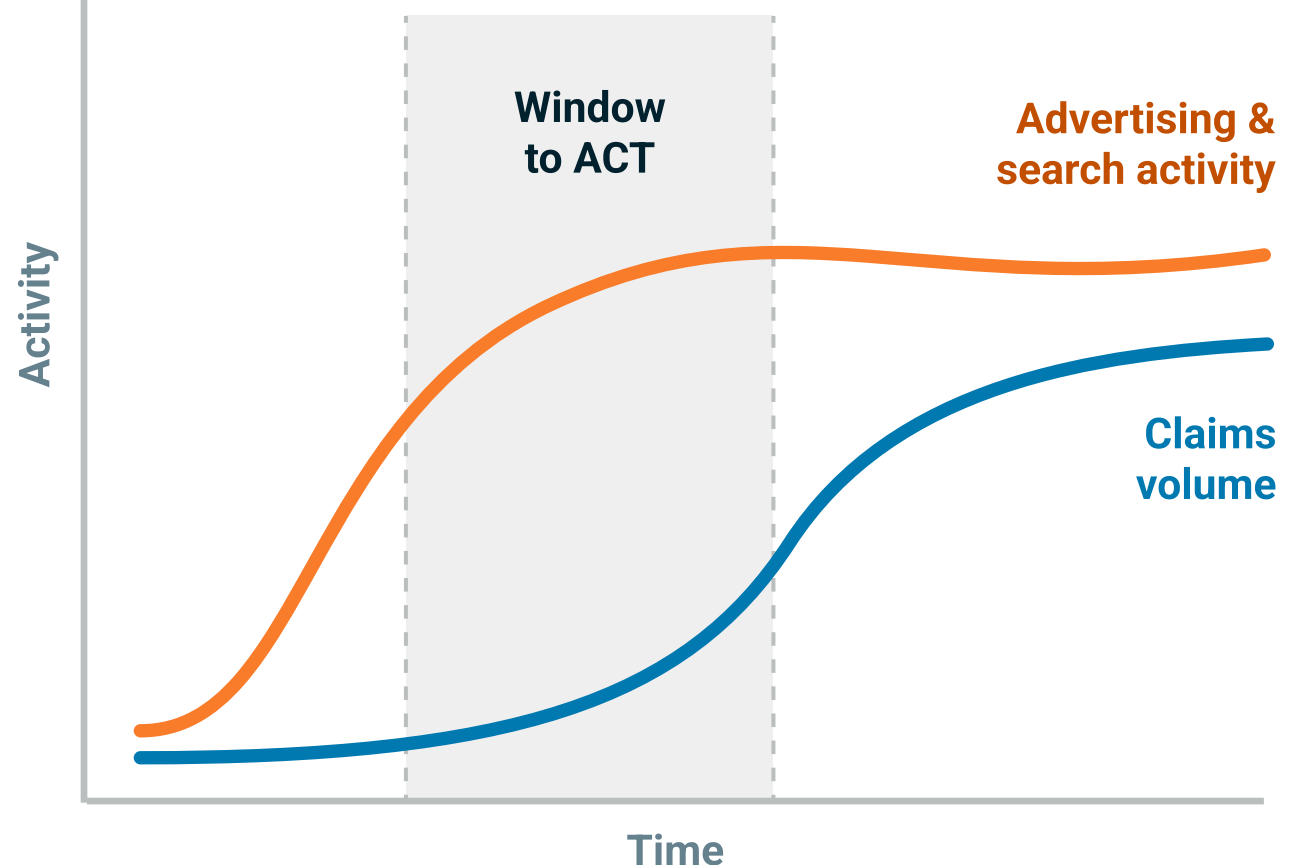
Track the **signal** before claims escalate.



4WARN Risk Score™

Marketing Signals

- ↑ Direct Targeting
Rising
- ↑ Ad Activity
Rising
- Search Visibility
Stable



The 4WARN® Risk Score measures emerging digital risk by tracking online targeting activity, advertising pressure, and other signals that may influence future claims exposure.



See Emerging Digital Risk **Before** It **Becomes** a Claim

4WARN analyzes transportation-related search behavior, advertising activity, and digital targeting trends so insurers, fleets, and transportation organizations can identify emerging risk before it influences the claims process.



Learn More About Transportation Risk Intelligence

[4WARN.com/transportation](https://4warn.com/transportation)



Request Your Transportation Risk Score

[4WARN.com/request-threat-assessment](https://4warn.com/request-threat-assessment)

**Source: Publicly available online advertising and search data analyzed by 4WARN.*